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FIG. 1
PRIOR ART

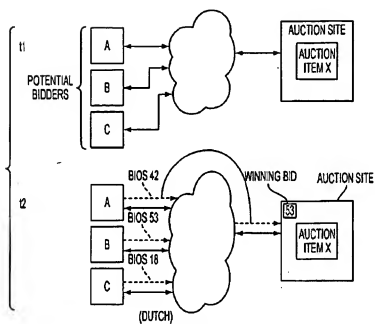


FIG. 1

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FIG. 2
PRIOR ART

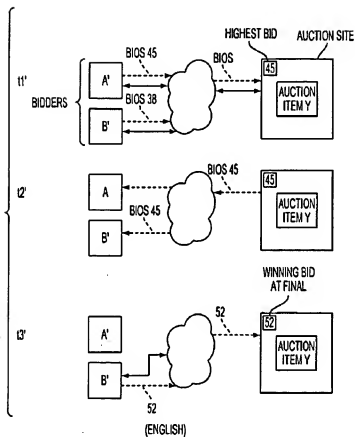


FIG. 2

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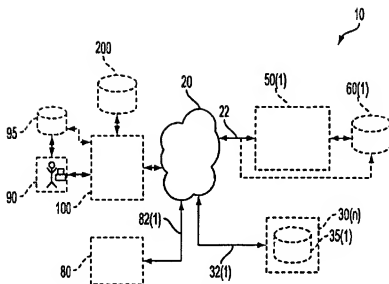


FIG. 3

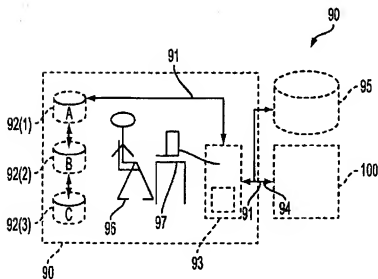


FIG. 4

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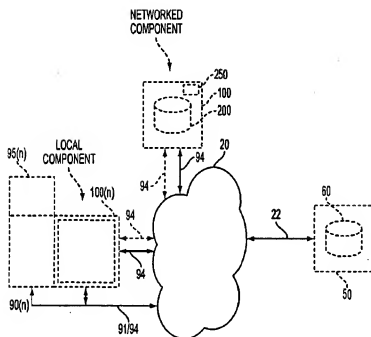


FIG. 5B

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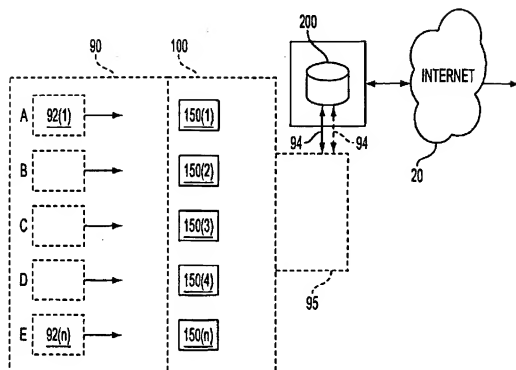


FIG. 6

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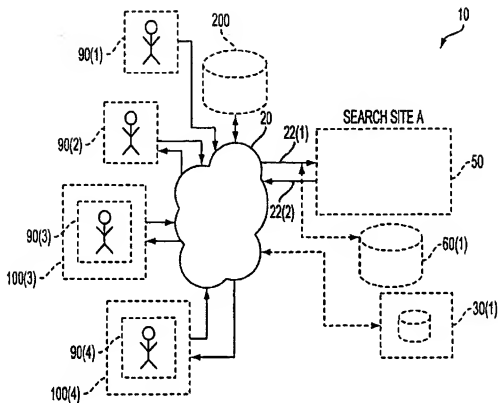


FIG. 7

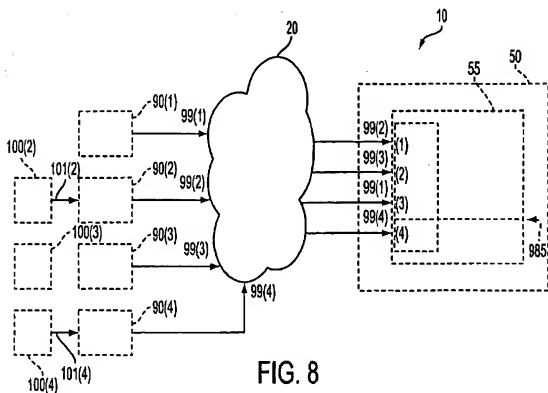
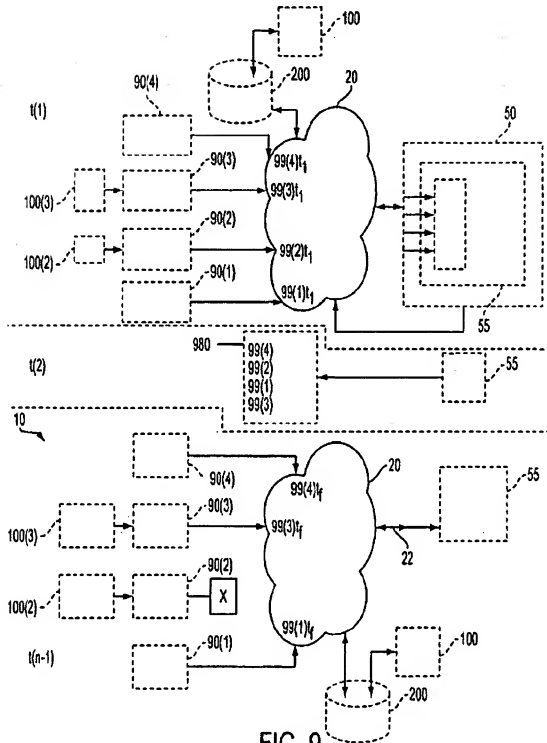


FIG. 8

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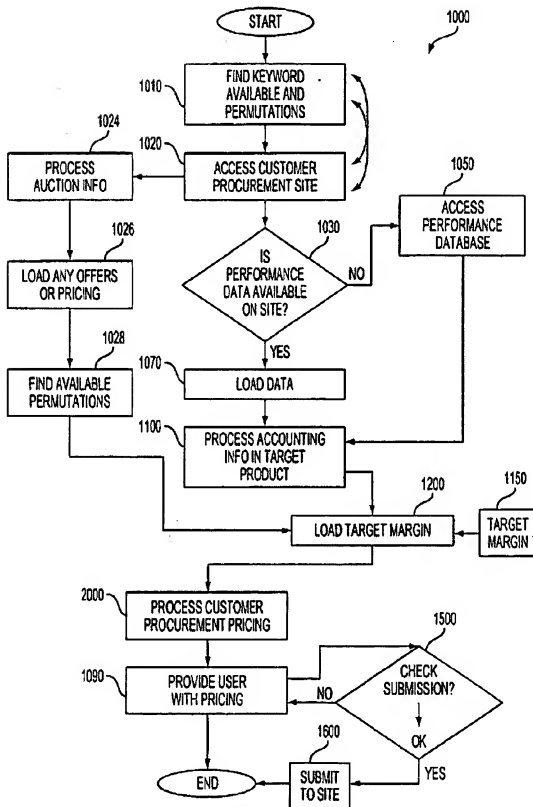


FIG. 10

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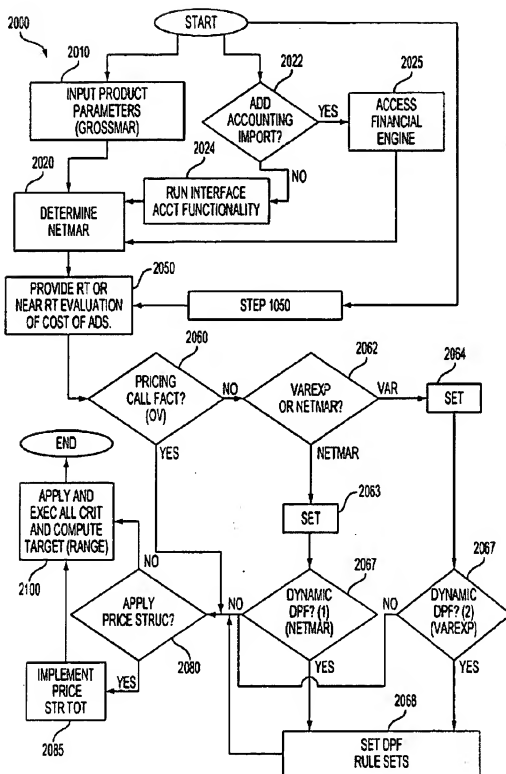


FIG. 11

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PRODUCT SET	KEYWORD SET	DYNAMIC PRICING RULE
A, B, C	"SKIN CARE" "UNDER \$5"	RULE A
A, B, C, D, E	"SKIN CARE" "UNDER \$50"	RULE B
A, E	"FDA APPROVED SKIN TX"	RULE A
B, C	"ALTERNATIVE MEDICINE" "SKIN CARE"	RULE C
D	"PRESCRIPTION SKIN CARE"	RULE B

FIG. 12

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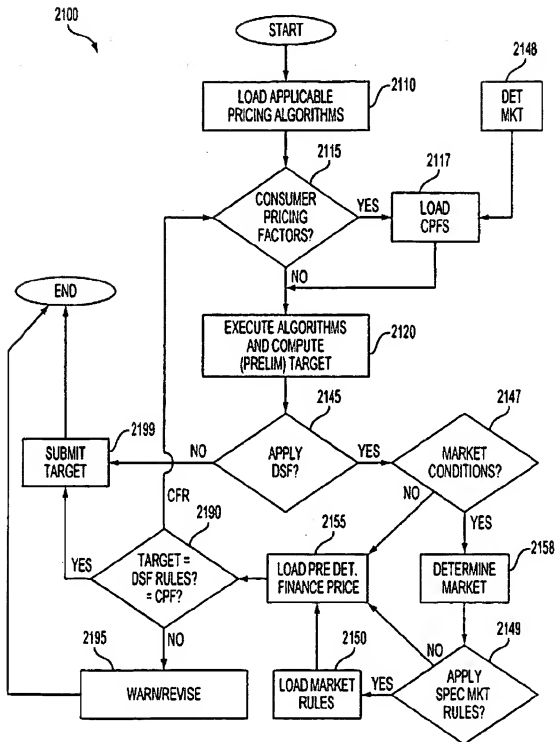
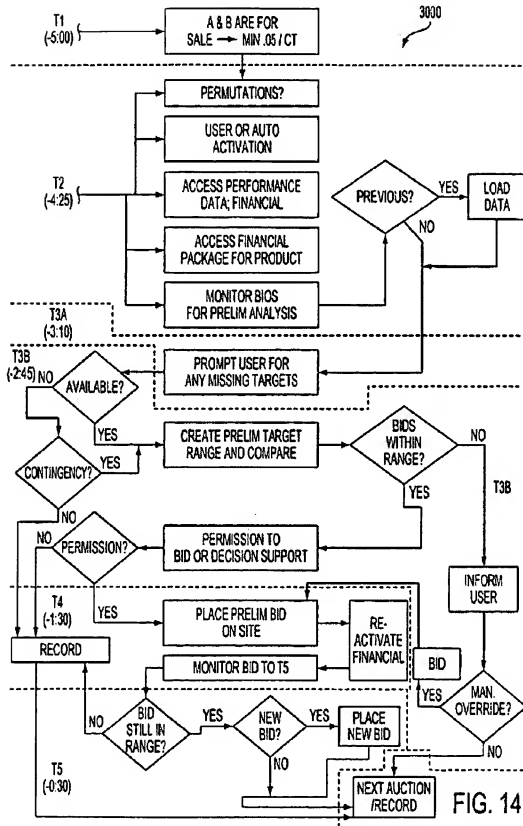


FIG. 13

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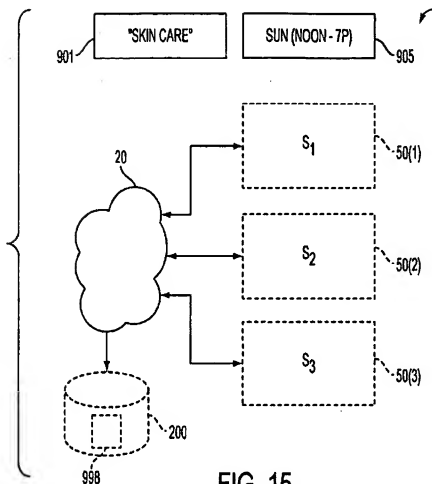


FIG. 15

KEYWORD	SITE	995		990	992
		TIME PERIOD	COST/CT.	BID RES. PERFORMANCE REL.	TP WEIGHT
"SKIN CARE"	50(1)	SUN 1 - 4P	0.27	X	
	50(2)	ALL DAY	0.15		
	50(2)	1 - 6P	0.24		
	50(3)	ALL DAY	0.17		
	50(3)	WEEK	0.125		

FIG. 16

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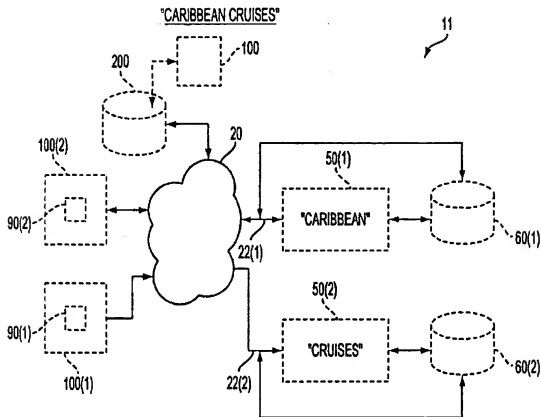


FIG. 17

PRICE		CLICK-THROUGH	
S_1	S_2	S_1	S_2
"CARIBBEAN"	"CRUISE"	CRUISE	CARIBBEAN
.47	.87	1.82 / MIN	2.67 / MIN
PERFORMANCE			
S_1	S_2		
CARIBBEAN	CRUISE		
1.75 / MIN	1.21 / MIN		

FIG. 18

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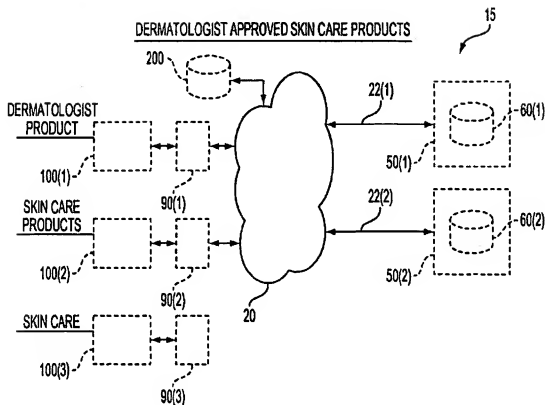


FIG. 19

		FACTORS				
PERMUTATION ELEMENT	SITE	S_1	S_2	S_1	S_2	S_1
P_1E_1		1.3	.82			
		.05	.03			
		.72	.64			
P_1E_2		1.8	1.5			
		.72	.63			
		.81	.75			
$P_1E_1E_2$		1.0	1.15			
		.73	.71			
		.61	.60			

FIG. 20

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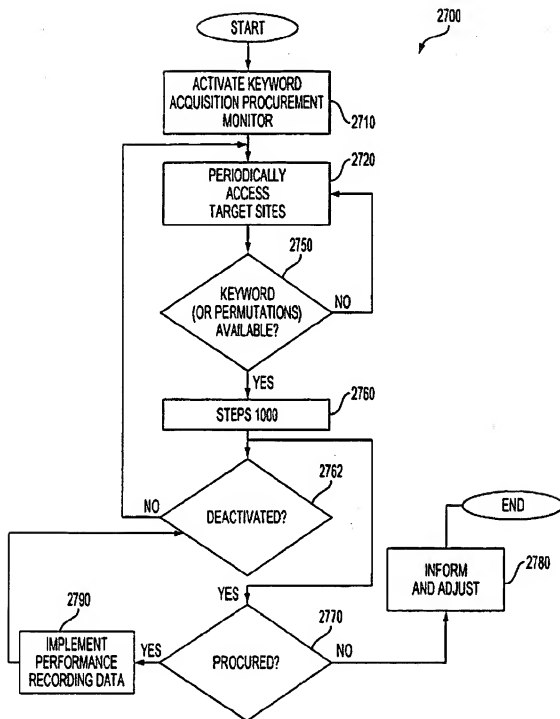


FIG. 21

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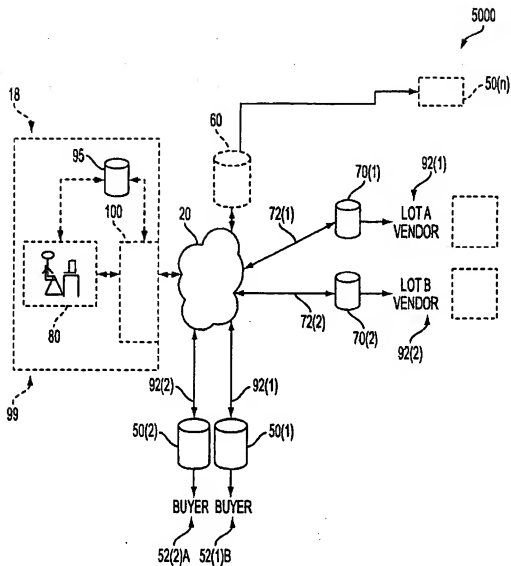


FIG. 22

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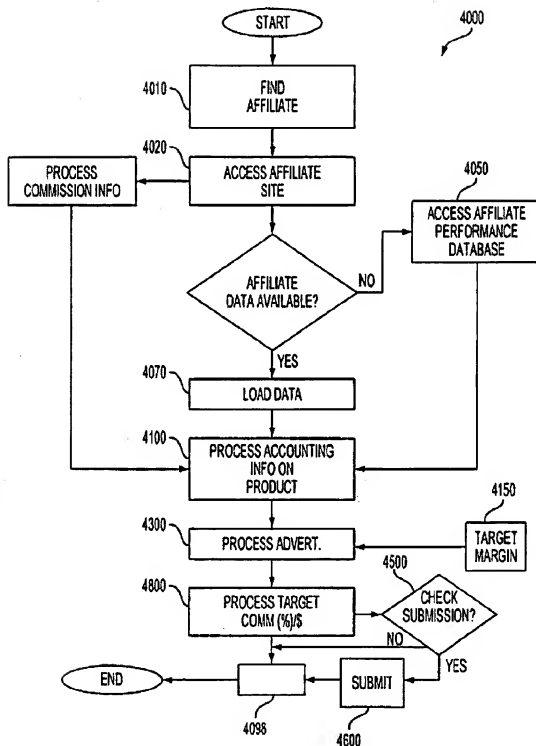


FIG. 23

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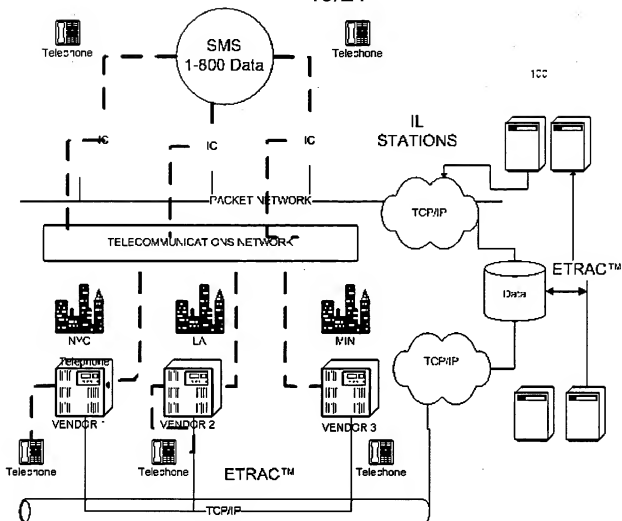
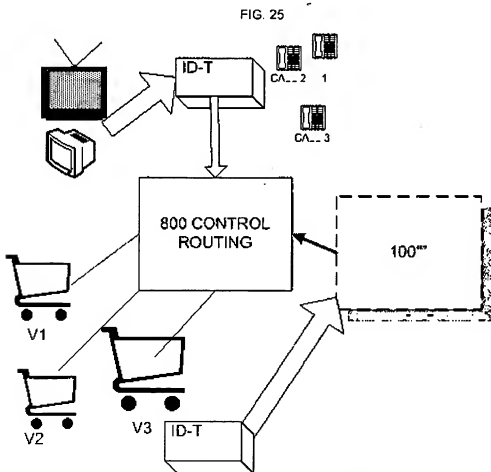
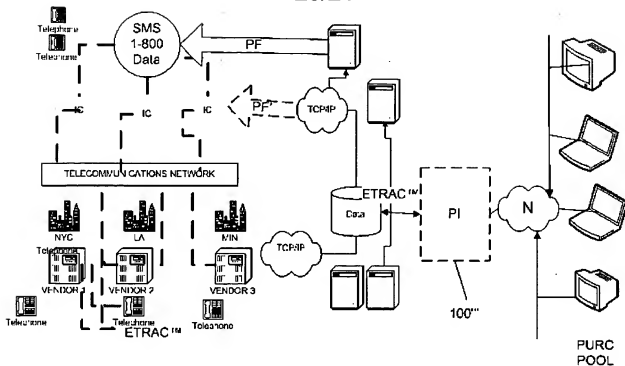


FIG. 24



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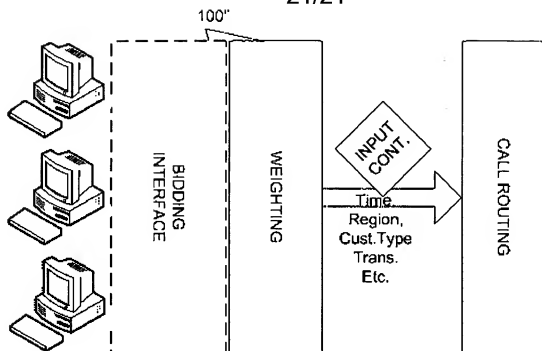


FIG. 27

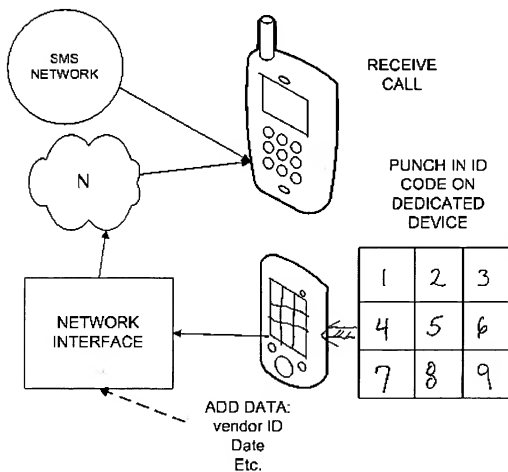


FIG. 28